

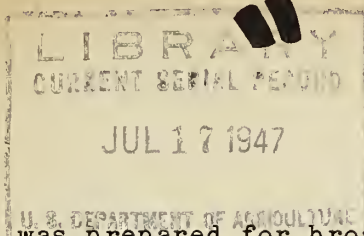
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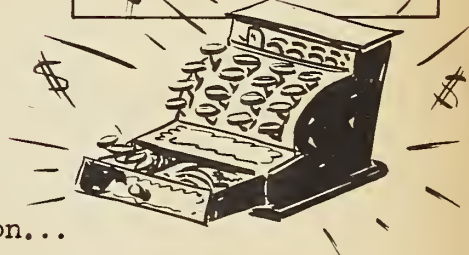
"Consumer Time"

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PROCEED WITH CAUTION

July 19, 1947

SATURDAYS	
11:15 A.M.	EST
10:15 A.M.	CST
9:15 A.M.	MST
8:15 A.M.	PST



1. JOHN: How safe is your home? Today a program to help you make it safe...on...
2. SOUND: CASH REGISTER RINGS...MONEY IN TILL
3. JOHN: CONSUMER TIME!
4. SOUND: CASH REGISTER...CLOSE DRAWER
5. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture. Today we find our inquiring consumers, Mrs. Freyman and Johnny, interested in the headline news.
to
6. FREYMAN: Just listen /some of these headlines, Johnny, So many accidents. Here's one that says "Firemen Use Respirator to Save Baby". Imagine! The baby almost smothered from getting his head tangled in the covers.
7. JOHN: Listen to this..."Shock Kills Man in Bathtub". He decided to use his electric razor while comfortably sitting in the tub. Oh brother!

8. FREYMAN: "Takes Poison by Mistake"...another case of a man groping in the medicine cabinet in the middle of the night...while he was half asleep.
9. JOHN: And here's an interesting one..."Dare Devil, Bareback Rider Slips in Bathtub.. Breaks Ribs."
10. FREYMAN: "Five Year Old Girl Badly Scalded"...She reached for a pan cooking on the stove.
11. JOHN: "Two Persons Lost in Up-State Fire. .Careless Smoker Blamed."
12. FREYMAN: "Shoots Himself in Foot While Cleaning Gun."
13. JOHN: Another case of "he didn't know it was loaded". There always seem to be news stories like that.
14. FREYMAN: "South Street Woman Breaks Leg in Fall."
15. JOHN: Here's another headline..."Escapes Death in Explosion".
16. FREYMAN: "Trips over Lamp Cord. .Breaks Arm."
17. JOHN: "Kitchen Curtains Catch Fire from Stove".
18. FREYMAN: "Baby Cuts Self on Kitchen Knife." Oh Johnny...that's enough headlines. It really is so depressing. You read things like this every day ..and all of them are so useless.
19. JOHN: Just the result of carelessness, Mrs. Freyman. Nothing else. Did you know that thirty-five thousand people were killed last year because of home accidents.
20. FREYMAN: Thirty-five thousand...that's terrible.
21. JOHN: And five million were maimed or injured. If those figures don't impress you, just listen to what Major General Leslie R. Groves said. You know who General Groves is, don't you?
22. FREYMAN: Mmm hmmm...he headed the Manhattan Project, didn't he?....where they secretly built the atomic bombs during the war.

23. JOHN: That's the guy. Well...General Groves said that the atomic bombs inflicted less damage on Japan in terms of dollars than carelessness and lack of safety caused in American homes last year.
24. FREYMAN: And yet we always think of the atomic bomb as such a deadly weapon.
25. JOHN: Don't kid yourself...it is. But every little careless act leading to an accident mounts up...until they cause even more damage.
26. FREYMAN: Well...there's one hopeful note. There are lots of people who are trying to show us how to be more careful and live safer.
27. JOHN: Yes...agencies like the U. S. Department of Agriculture...and the National Safety Council...the Red Cross...just to mention a few. They study home accidents and do research on safe home practices. If more people would only follow their advice, though.
28. FREYMAN: I was thinking of the manufacturers too. The other day I heard that one of New York City's leading houseware stores offered prizes to manufacturers whose products made the home a safer place.
29. JOHN: That so? Wonder what won first prize.
30. FREYMAN: A burnproof ironing board cover.
31. JOHN: Boy...the American home sure needs one of those. There are more fires started because irons are left connected. Of course it would simplify things if you women would remember to disconnect the iron when you talk on the phone...or go shopping.
32. FREYMAN: Now none of your male superiority. Men are just as careless as women, I bet. Think of all those headlines. Plenty of men have accidkents too.
33. JOHN: I guess you're right. you know, Mrs. Freyman. I'd like to visit some of these people and see just why they had their accidents.
34. FREYMAN: That's a wonderful idea, Johnny. Why don't we do it right now? Maybe we can pick up some pointers on how to make our own homes safer.

35. JOHN: Who shall we visit first?
36. FREYMAN: How about this bareback rider in the circus. .the one who slipped in the bathtub and broke some ribs?
37. JOHN: Fine. I always wanted to meet a bareback rider. Let's go.
38. SOUND: CALLIOPE BRIDGE.
39. FREYMAN: It's very nice of you to let us visit you, Miss La Vern.
40. LA VERN: (INGENUE) It's wonderful to have company, Mrs. Freyman.
It gets lonely just lying here. Circus people are used to having crowds around, you know.
41. JOHN: I bet you miss the excitement.
42. LA VERN: Indeed I do. I miss the people and my horses too. It seems so silly when a freak accident keeps you from your work and what you like to do.
43. FREYMAN: Well, I wouldn't say slipping in the bathtub was exactly a freak accident. It happens to so many people.
44. LA VERN: But I never expected it would happen to me. After all...my whole career is based on perfect timing and balance.
45. JOHN: That's right...otherwise you couldn't ride those circus horses bare back and do all those tricks you do....
46. LA VERN: (SADLY) Used to do...you mean.
47. FREYMAN: Cheer up. You'll do them again...as soon as you're better.
48. LA VERN: You know...I have so much time to think now. And I'm sure I know the reason I fell in the bathtub. If people would only hold on to something solid when they're getting in or out of the tub. Like a hand rail.
49. JOHN: You didn't, I gather.

50. LA VERN: Oh no. Smart little La Vern...she thought she was leaping from one horse's back to another. That's safe. She didn't realize she was dealing with a treacherous bathtub.
51. FREYMAN: Well, a lot of people don't. And if it's any consolation to you...lots of people have accidents because they lose their balance while reaching for soap and towels while they're standing in the tub.
52. JOHN: And think how many people get the shock of their lives... because they touch light switches or electrical appliances while they're standing in the tub...or when they're reaching for a faucet or other grounded object with their other hand.
53. LA VERN: My fall wouldn't have been so bad if the bottom of the tub hadn't been so slippery.
54. FREYMAN: Well...a rubber mat could correct that. And of course, keeping the soap in a dish too.
55. LA VERN: I got so mad lying here thinking about the accident...that sometimes I promise myself never to take another bath. But that's silly. So instead...I've solemnly vowed ..that as soon as I'm up and around again...I'm going to make the bathroom the safest room in the house.
56. SOUND: CALLIOPE...SLOW IT DOWN AND FADE INTO KNOCK ON DOOR. THEN DOOR OPENING.
57. JOHN: Mr. Brownnett?
58. BROWNETT: Yes.
59. JOHN: We're from the CONSUMER TIME program.
60. FREYMAN: Remember we called and asked if we could come out and speak to you about your accident?
61. BROWNETT: Sure...come on in.
62. SOUND: DOOR CLOSES

63. BROWNETT: Wait until I hobble over to this chair ..and lower myself into it...there.
64. FREYMAN: How's your foot coming along, Mr. Brownnett?
65. BROWNETT: Getting better I guess. At least I can hobble around now.
66. JOHN: Do you mind talking about your accident, sir?
67. BROWNETT: No...especially if it's going to help other people from having the same thing happen to them. Believe me...it's no fun to dive down a flight of stairs. I'll testify to that.
68. FREYMAN: There are thousands more who could testify to that too... except they can't 'cause they're dead.
69. BROWNETT: You know...funny thing. I'm riveter by trade. Think nothing of scrambling around on the skeleton of a skyscraper twenty floors above the street...slinging hot rivets around. We're all just as careful ..and as sure footed as mountain goats up there. But in my own house, mind you...I step on one of the kid's toys...roll down the whole flight of stairs.. and end up with a busted ankle. Wonder I didn't break my neck.
70. FREYMAN: Lots of innocent little toys left on the stairs have caused bad accidents.
71. JOHN: Yes...and many more because the stairway isn't well-lighted... or because some of the steps need repairing. Stairways can really be killers if you don't take care of them.
72. BROWNETT: You're telling me. Funny thing...as I bumped down that flight of stairs...I felt just like a baby falling. You know...how babies have that fear.
73. FREYMAN: If babies could carry their fear of falling all through life, maybe they'd be better off...and be more careful going down stairs.

74. BROWNETT: Yeah.. guess you're right on that. Those old stairs sure threw me for a loop.
75. JOHN: Well...you'll be walking up and down stairs again soon...as good as new.
76. BROWNETT: I hope so.. Then I'll get back on the job...and give them that old rivet gun...up on a beam on the twentieth story. .where it's safe. (IMITATES RIVET GUN)
77. SOUND: RIVET GUN DROWNS HIM OUT...SOUND OUT.
78. JOHN: (FADE IN) So you're the little girl who scalded her arm.
79. CHILD: (ABOUT FIVE) Mmm hmmm. .this one The one with the bandage on it.
80. FREYMAN: Is it getting better now?
81. CHILD: I guess so. But I'll have to keep the bandage on a long, long, long time, I bet.
82. FREYMAN: Would you like to tell us how the accident happened?...so we can help other little boys and girls to keep from being hurt?
83. CHILD: Well...it happened in the kitchen. Mummy was cooking supper. She said I was naughty.
84. JOHN: What did you do?
85. CHILD: Just looked to see what we was having for supper. I was hungry.
86. FREYMAN: But you know better than to go near a hot stove...a big girl like you. Don't you?
87. CHILD: I was hungry.
88. JOHN: I see it all. The handle of the pan just got in your way. Right?
89. CHILD: And all the stuff in the pan burned me. That's why my arm's bandaged.

90. JOHN: Same old story, Mrs. Freyman. Mothers forget to turn the handles of pots and pans away from the front of the stove... so the kids can't tip them over and grownups don't run into them accidentally.
91. FREYMAN: No wonder they say the kitchen is the most dangerous room in the house.
92. CHILD: That's what my daddy told my mummy.
93. JOHN: That the kitchen is the most dangerous room in the house?
94. CHILD: Yup.
95. FREYMAN: Well he's right. People have proved that...by slicing bread or meat toward themselves. Or leaving the knives around loose where little children can get them and accidentally cut themselves.
96. JOHN: Mrs. Freyman, don't you have a special rack for knives in your kitchen?
97. FREYMAN: I certainly do, Johnny. Gone are the days when I scramble for a knife in a drawerful of other utensils. I got cut once too often to ever do that again.
98. CHILD: My daddy says to my mummy...it's her fault. He says people do accidents.
99. JOHN: I guess he means...accidents don't just happen. People are responsible.
100. FREYMAN: Absolutely. I've heard of more accidents in kitchens...people slipping on grease or spilled water. .even fruit peelings. And of course that corner of the linoleum you're always going to tack down...and never do.
101. JOHN: Until somebody trips on it and gets a bad fall.
102. FREYMAN: Another thing that always scares me in the kitchen, Johnny, is frying food in deep fat.

103. JOHN: Well, that's all right, isn't it, Mrs. Freyman, if you have a deep pan?
104. FREYMAN: You certainly do need a deep pan. But a lot of people forget to dry the food real good...because water causes grease to splatter and that's when you have to look out for burns.
105. JOHN: Mmmm hmmm. The more I think about it...the more I agree. The kitchen is definitely the most dangerous room in the house.
106. CHILD: That's what my daddy says. He says people and little kids and everybody should be careful... 'n then they won't get hurt. So he's the smartest daddy in the world, huh?
107. FREYMAN: He certainly is. Well...goodby now, little girl. We've got to go see a trolley man. He hurt his foot accidentally.
108. CHILD: Bye.
109. JOHN: Hope your arm is better real soon.
110. SOUND: TROLLEY BELLS...FADE INTO DOORBELL
111. GREEN: (OFF MIKE...AS THROUGH DOOR) Come in...come in.
112. SOUND: DOOR OPENING AND CLOSING.
113. FREYMAN: Hello, Mr. ~~Green~~. I'm Mrs. Freyman and this is Johnny.
114. GREEN: (BROOKLYN ACCENT) Hello.. hello...sit down.
115. JOHN: I'm glad you said we might come out when we phoned, Mr. Green. You see, we're anxious to pass along to our CONSUMER TIME listeners any tips for safe living.
116. FREYMAN: And maybe you can tell us about your accident.
117. GREEN: What is there to tell? I was cleaning my gun...and I didn't know it was loaded. So I shot myself in the foot.
118. JOHN: Same old refrain.. "I didn't know it was loaded". By the way, Mr. ~~Green~~, do you use a gun in your work?

119. GREEN: Heck no. I'm a streetcar conductor. But even they have vacations, you know. And my hobby is hunting. Let me tell you ..I'm a safe hunter. Nothing like this ever happened out in the woods...I'm telling you.
120. FREYMAN: I guess not...because the record shows that about one-fourth of all fatal gun accidents happen in the home.
121. JOHN: I suppose people who own guns are just careless with them.
122. GREEN: Now wait a minute, bud. I'm a very careful guy. I won a safety award a couple of weeks ago for never having an accident while I was driving my streetcar. My picture was in the paper and everything. Shooting myself in the foot...that just shows I'm not lucky...but careful...yes.
123. FREYMAN: Well, I think you'd be even luckier, Mr Green, if you had remembered that old saying...always treat a gun as though it were loaded.
124. JOHN: At least until you've proved that it isn't. Think it over, old man...there's a lot of sense in that.
125. GREEN: Yeah. Guess you're right. But a guy don't like to admit he was such a dope What was that saying. .the one you just said, Mrs. Freyman?
126. FREYMAN: You mean...always treat a gun as though it were loaded?
127. GREEN: Yeah. Always treat a gun as though it were loaded. I'm going to teach that to my kid. That's something he ought to remember.
128. FREYMAN: You can add some more good advice to that. Never aim a gun unless you intend to fire. You never know.
129. JOHN: And it's smart to put firearms away unloaded and dismantled... with all the ammunition in a locked chest...if you must keep guns around at all.



130. GREEN: Now he tells me. If I only knew that before (FADE) But now he tells me. Anyhow...I didn't know it was loaded.
131. FREYMAN: Well, Johnny...I feel sorry for all those people who had accidents. But we certainly had interesting visits.
132. JOHN: Yes...and did you notice, Mrs. Freyman, that everyone of those accidents was due to carelessness?
133. FREYMAN: Most accidents are. I think we have to be our own personal lifeguards. And I'm going to start by checking over my house right away...and see if I can't make it a safer place to live.
134. JOHN: That's a good idea. I can think of a lot of questions to put on a home safety check list.
135. FREYMAN: So can I. Let's hear some of yours, Johnny.
136. JOHN: Okay...are matches kept away from heat and out of the reach of children?
137. FREYMAN: Are poisons, medicines, lyes, and bleaches clearly labeled... and stored where children can't get at them?
138. JOHN: Do you switch on the light before taking medicine from the closet?
139. FREYMAN: Are halls and stairs well lighted?
140. MAN: Are there hand rails for all stairways?
141. WOMAN: And are your stairs, ladders, and porch steps in good condition?
142. JOHN: Do bathtubs and showers have handholds and non-skid mats?
143. FREYMAN: Are electric cords in good repair?
144. MAN: Do you turn handles of cooking utensils away from the edge of the stove?
145. WOMAN: Do you have a well-filled first aid kit?
146. JOHN: Do you keep the very young and the very old out of the kitchen?
147. MAN: If you don't...you should.
148. SOUND: PAUSE

149. JOHN: And now, Mrs. Freyman, what's on CONSUMER TIME next week?
150. FREYMAN: We're going to find out how to fight mildew. And that, Johnny, is a very timely subject right now.
151. JOHN: I'll say . with floods in the midwest and lots of rain in other parts of the country. I'll bet a lot of people are worried about mildew on everything.
152. FREYMAN: Right So we're going to find out what the causes of mildew are...and the very latest methods for fighting it.
153. JOHN: Then it's the story of how to fight mildew...next week on....
154. SOUND: CASH REGISTER
155. ANNCR: CONSUMER TIME!
156. SOUND: CASH REGISTER...CLOSE DRAWER
157. ANNCR: CONSUMER TIME written by Eleanor Miller and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. It comes to you from Washington, D. C.

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